

Writing Assessment and Evaluation Rubrics

Name Class Date

Below-average Writing Model

Writing Process in Action: Expository Writing (Unit 5, pages 252–255)

Assignment: Write a two-page essay explaining to a corporate board of directors how a piece of high-tech equipment would benefit your school.

On-Campus Movie Studios

I think our high school needs a special computer to make digital movies. Then we could put videos on our school Web site. Right now we don't have any equipment to make digital movies, so we can only put pictures on our Web site. There are lots of times when a video would be better than pictures or words. One example is that sometimes we do experiments in science classes. It would be neat to make a video of these experiments and show them step by step. A written report is not nearly as good to see an experiment as a video. Anyone would rather see a movie than read a book, and the same goes for a web site or any school stuff. I'd always rather see a video, movie, or even slide than listen to someone talk or read a book.

You can buy a whole system to make digital movies for about \$3,000. First you need a portable computer making sure that it has lots of memory. You also need to get a program to edit the videos. And you need to get a camcorder. The camcorder attaches to the computer. You can take it anywhere and make movies.

Sullivan's website would be really improved by having videos. Lots of kids want to be directors when they grow up or want to major in film or go to film school when they go to college. There's a lot of jobs in special effects or whatever, not just directing. This could help people get jobs. All we need to do is get the right equipment.

Opening addresses topic.

Insufficient analysis of benefits of the equipment

Example serves as a supporting detail.

Lacks coherent organization; deviates from main idea

Incomplete explanation of the equipment

No attention to audience

Summary: Although there is evidence of an attempt to respond to the prompt, the essay does not analyze the need for the equipment or present enough details about it, and the tone is inappropriate to the audience. In addition, the discussion of career goals is not integrated into the rest of the essay. This essay would be improved by a clear thesis that identified the equipment needed and the reason the equipment is needed. Then one body paragraph could describe the need for the equipment, one paragraph could describe the ways the equipment would be used, and one paragraph could describe the equipment itself.

This essay might receive a 1 if evaluated by the holistic scoring method. It might receive a 67 if evaluated by the analytic scoring method—23 points for Focus/Organization, 20 points for Elaboration/Support/Style, and 24 points for Grammar, Usage, and Mechanics.